

switch it off...

don't just 'stand by' and waste energy

Switch It Off Meeting
Friday 5th June 2009, 2-4pm, Act on Energy, Wellesbourne.

1. Present: David Jullien (Act on Energy), Lisa Roskell (Act on Energy), Heather Lammas (Worcestershire County Council), Melody Stokes (Coventry City Council), Jack Linstead (Warwickshire County Council), Emma Clarke (Warwickshire County Council), Bill Johnson (Warwickshire County Council), Jim Atkinson (Warwickshire County Council).

Apologies: Andy Littlewood (CCC), Caroline Wilson (De Montfort University), Julie Burton (WCC), Nick Hillard (University of Warwick), Niky Moultrie (Warwickshire Fire and Rescue Service), Ben Hill (WFRS), Paul Chapman (SDC), Karen Weber (RBC)

Introductions: Jim Atkinson from Tourism and Development at WCC.

'Usual Suspects' Contact Details

Email	Telephone No.
andy.littlewood@coventry.gov.uk	024 76832330
benjaminhill@warwickshire.gov.uk	01926 423 231
billjohnson@warwickshire.gov.uk	01926 476623
cwilson@dmu.ac.uk	0797 0794 107
david.hewitt@central-networks.co.uk	
david.iles@coventry.gov.uk	024 7683 1083
david@actonenergy.org.uk	01789 472690
emmaclarke@warwickshire.gov.uk	01926 418036
HLammas@worcestershire.gov.uk	01905 766855
jacklinstead@warwickshire.gov.uk	01926 476643
jamesatkinson@warwickshire.gov.uk	01926 412210
julieburton@warwickshire.gov.uk	01926 414998
karen.weber@rugby.gov.uk	01788 533392
kevin.palmer@coventry.gov.uk	024 7683 2713
lisa@actonenergy.org.uk	01789 472693
melody.stokes@coventry.gov.uk	024 7683 2093
Nick.Hillard@warwick.ac.uk	024 7652 3404
nigelhardy@warwickshire.gov.uk	01926 414114
nikyind@warwickshire.gov.uk	01926 410800 ext 4067 mob 07870180305
paul.chapman@stratford-dc.gov.uk	01789 260125
rick@action21.co.uk	
sian.powell@rugby.gov.uk	

2. Minutes from last meeting

Agreed - no matters arising.

3. Campaign activities

Universally Challenged

LR has put the photograph of the winning team from the Universally Challenged final on the Act on Energy website: <http://www.actonenergy.org.uk/2008-results>

switch it off...

don't just 'stand by' and waste energy

HL reported that WorCC are unlikely to participate in Universally Challenged due to lack of support from WorCC and lack of interest from schools. HL did note that the Chamber of Commerce would be willing to promote the competition if they did run it again.

EC commented that a number of Warwickshire schools have shown interest and she would be willing to help HL with questions if WorCC did decide to participate in Universally Challenged. JL suggested the winning Worcestershire school might want to defend title as a way of involving Worcestershire.

The group decided that the heats should be run during SIO week with the final in Jan/Feb time in order to keep the SIO momentum going. EC has already got a school willing to host it.

DJ will mention Universally Challenged to the districts at the Act on Energy/LA consortium (10th June). EC will also contact Warwickshire Districts.

DJ/EC

Bike Competition

JL and DJ discussed AoE's presence at Warwick Cycle Races in September. JL to mention it to the Cycle Races team.

JL

DJ contacted Jaguar/Landover about getting them involved. They do have a Green Team and will mention the competition at their next meeting.

EC mentioned that one of the car companies allows employees time to volunteer for green issues and will check which company it is.

EC

DJ spoke to Action 21 and they have plenty of bikes available.

Dine by Candlelight

JA explained the Dine by Candlelight scheme to the group – go to a restaurant for a candle lit dinner during SIO week.

JA told the group that it might not go ahead this year because:

1 – lack of budget

2 – A feedback questionnaire was given to businesses who participated last year – WCC only received feedback from 10 out of the 40 businesses. Of those responses the majority didn't see any value or increased custom during the campaign. There was a feeling that there wasn't enough marketing and publicity behind it even though they were given tent cards and posters for windows.

3 – Competing priorities - SIO week 09 occurs close to National Dining Week – conflicting priority and focus for restaurants/tourism department/town centre managers. EC noted that WCC have always had good relationships with the town centre managers and they are aware of the SIO campaign.

EC commented that there has recently been quite a bit of upheaval at The Telegraph but they are keen to promote Dine by Candlelight if it is run again.

JL noted the need for offers for the restaurants in exchange for publicity.

JA said that Dine by Candlelight could be linked to Gold Offers which are currently advertised on the Enjoy Warwickshire website.

switch it off...

don't just 'stand by' and waste energy

DJ asked if there was any feedback from customers but none was collected. EC suggested that voucher scheme would be a way of recording/monitoring the success of the promotion.

The group discussed offers and promotions which they believed are needed in order to get people more interested. Suggestions included:

- standard offer such as free starter, glass of wine, buy one get one free.
- Website – having one page which has list of participating restaurants and a voucher to print off – 5 in each district.
- Week long promotion, maybe different offers each night

HL – reported that WorCC are looking at setting up a Dine by Candlelight scheme but would only really be looking to do it in Worcester City as this is where there is most interest.

DJ – to mention Dine by Candlelight to local authorities at the consortium meeting on Wednesday 10th June. DJ

JA – to get in touch with businesses and see what they're willing to offer and see if they will agree to standard offer. JA

Encouraging Businesses

EC reported that she's not having much luck at getting businesses involved in the SIO campaign and asked if anyone had dealt with Chamber of Commerce recently as she's had difficulty getting hold of people. DJ to look for contact from previous presentation that he did in partnership with Encraft. DJ

JL suggested that an Energy Audit could be offered as a prize. EC said that the Chamber of Commerce were open to idea of energy audit as a prize.

JL mentioned that it might be worth talking to Sue Astley about BID as they have newsletters which go out to businesses. EC look into it. EC

DJ told the group about EESEE (Energy Efficiency Scheme for Employees and Employers) where Act on Energy set up an exhibition in a workplace, usually of large companies.

The group suggested industrial estates such as Exhall, Bayton Road and Timothy Bridge Road.

JL told the group that WCC also let out business units and the person to contact is Sarah Board.

BJ and DJ commented on the need for promotion if doing an event in the workplace and the importance of having someone on the 'inside' pushing people towards the exhibition.

HL suggested a large store such a Halfords.

switch it off...

don't just 'stand by' and waste energy

4. AOB

Giveaways

The group discussed giveaways, LR handed out quotes that she found, plus examples of a windup torch and plugsters.

JL had a quote for:

250 hats

250 scarves

250 gloves

250 torches

2500 room thermometers

= £5, 500 for the bundle. JL to get a breakdown of prices for individual items.

JL

JL also had a quote for scratchcards – 2 sided A6 colour – with AoE pledge on one side, scratch off bit on other side. 2500 scratch cards would cost £876.

JL commented on how the jute bags which have been given away in previous years have become quite tired and suggested a new giveaway for SIO 2009... 'I'm a hottie, SIO 09' hat and scarf. JL to get a breakdown of the costs.

JL

EC also made another suggestion for a prize – thermal image of house.

JL noted that there needs to be at least 50 scratchcards of one kind to keep costs low.

Flash house (web-based house that shows changing energy costs with various energy efficiency measures) – the group agreed to go ahead with the house once MS and HL had checked their Authorities budget and will send EC an email when they have done so.

MS/HL/EC

DJ told the group about the SIO presentation that he recently did in Portugal.

Awards – EC has paperwork and information if anyone sees any awards that SIO could be entered into.

Schools – HL reported that WorCC has finished the Energy Awards and have just got funding to put smart meters in five schools.

EC – reported on a pilot study that they ran with Kenilworth school to get them engaged with community groups and businesses – an energy efficiency event with stalls and 3 presentations, sponsored by Waitrose. This is something that they are looking to replicate it in each district.

5. Date of next meeting

Friday 24th July, Act on Energy, 29 Wellesbourne House, Walton Road, Wellesbourne, 2 – 4pm.